

the ACTION reporter

American Council To Improve Our Neighborhoods

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ACTION'S CORPORATE LEADERS' SEMINAR TOURS FOUR CITIES TO OBSERVE, ANALYZE CHANGES

Twenty-one American corporations sent key executive representatives on tour to four cities this month to study the changing aspects of our towns and to see how cities are rebuilding themselves.

The businessmen took part in a two-weeks Corporate Executives Seminar on The American City sponsored by ACTION to educate the leaders to the problems and potentials of the cities and to challenge them to action.

Companies Taking Part

Companies represented were: The Aluminus Company of America, Pittsburgh; American Radiator and Standard Sanitary Corp., New York; Underwood and Neuhaus & Co., Houston; The Masonite Corp., Chicago; Allied Stores Corp., New York; T. Melfon and Sons, Pittsburgh; Michigan Bell Telephone Company, Detroit; Owens-Corning-Fiberglas Corp., Toledo; Portland Cement Association, Chicago; Weekley & Valenti Company, Houston; Bollinger-Martin, Inc., Louisville; The Ford Motor Company, Dearborn; Reynolds Aluminum Service Corporation of Virginia, Washington, D.C.; Industrial National Bank, Providence; Puget Sound Light & Power Co., Seattle; Chase Brass & Copper Co., Waterbury; Rutgers University; Lone Star Gas Company, Dallas; The Equitable Life Assurance Society of the United States, New York; Webster Company, Lawrence, Mass., and Detroit Edison Co.

The four cities visited by the touring executives were: **Newark**, New Jersey, where the theme was City in Transition; **Baltimore**, Maryland, where the Charles Center Project was analyzed; **Detroit**, Michigan, where city and regional planning and cooperation was underscored; and **New Haven**, Connecticut, where the dramatic redevelopment program now under way was studied.

ACTION is now working on a document covering the field of executive training for urban leadership, based on the seminar. Announcements of its availability will be made at a later time.

East Side, West Side



A "first" for Oregon. Dignitaries mark the erection of a sign designating Portland's first urban renewal project which will transform 54 decaying city blocks. Much of the success of the city's progress is credited to work of the Mayor's Advisory Council on Urban Renewal, composed of 60 citizens. Turning dirt are Mayor Terry Schuck and Irs Keller, chairman of the Development Commission. Looking on are Commissioners (left to right) Roy Hill, Vincent Raschke, J. R. Caulfield and A. V. Fonder.



A "second" for the nation in Pittsburgh. Spring Hill Gardens, the second Section 221 moderate rental housing development undertaken in the nation, opened last month to provide living quarters for 249 Pittsburgh families. At opening day ceremonies new occupants Mr. and Mrs. Jack V. O'Mahony and family, Mayor Thomas J. Gallagher (center) and J. Stanley Parnell, ACTION board member and chairman of the board of ACTION-Housing Inc., which formed a non-profit subsidiary to sponsor this relocation housing.

THIRD BOOK IN ACTION HOUSING SERIES RELEASED; COVERS REHABILITATION

An in-depth study of residential rehabilitation is now available with the publication this month of the third volume in the ACTION Series in Housing and Community Development.

"Residential Rehabilitation" examines the subject from two viewpoints—private profit and public purposes.

ACTION is making the volume available at a special reduction to persons on its mailing list. The book retails for \$8, but may be obtained through ACTION for \$5.

Authors William W. Nash and Miles L. Coleman probe the methods, problems and potential profits of residential rehabilitation. They then look at what rehabilitation means to public and private urban renewal and housing programs.

Mr. Nash is a lecturer in the Harvard University department of city and regional planning and Mr. Coleman is a nationally-known economic consultant and former FHA Deputy Commissioner.

Using practical cases, the book illustrates the circumstances under which rehabilitation is feasible in the prestige, middle-income and the low-rent housing fields. Covered are the selection, purchase and design of houses to be rehabilitated, extent, methods and cost of rehabilitation, and the financing and promotion of the property.

Suggest Law Changes

In looking at present governmental activity affecting rehabilitation, the authors outline three possible adjustments in existing federal legislation.

Research on the series, which will include eight volumes, was begun in 1956 by experts in housing and allied fields.

Other volumes published are "Government and Housing in Metropolitan Areas" and "Rental Housing: Opportunities for Private Investment." Special discounts for persons on the ACTION mailing list are also available on these books. Retail price of the first is \$6.50—the special ACTION price, \$4. The second volume retails for \$8.50, but may be obtained through ACTION for \$5.

ACTION CONFERENCE



Introduced by Andrew Heiskell, chairman of ACTION's board, at a "man who builds cities," President Carrol M. Shanks of the Prudential Insurance Company of America said his company has always built in the central city and always will. "We believe in the central city," he said in welcoming conferees to a dinner held in the Newark Prudential Insurance Company Building.

"We must infuse some of the spirit and feeling and scale of the small towns of America into our cities. These neighborhoods must be clearly defined by important disasters such as expressways, schools, parks, public buildings or natural topographic boundaries. . . . There will be neighborhoods in fact, not just labels on a planner's map."

ACTION president James W. Rouse, president of James W. Rouse & Company, Inc., Baltimore.

Hon. Adlai E. Stevenson

"The problems of The American City will be met when, and not until, we recognize that they are already and inevitably committed to the joint trusteeship of private enterprise and public responsibility; that they demand a shoulder-to-shoulder, two-fisted attack; that their solution depends entirely upon an alliance of private and public agencies—with each respecting its own limitations and the capacities of the other, and with each acting in support of the other."

Before an audience of more than 500 decision-makers, the Newark Conference on the ACTION Program for the American City broke new ground for the rebuilding of our towns.

Leaders in business, labor, government and civic affairs had a three-day look (May 4-6) at ACTION's new program which seeks:

- Good housing in good neighborhoods
- Efficient transportation, varied as required for the movement of people and goods
- Vigorous centers of commerce and culture
- Adequate financing for private and public improvements.

The need for sweeping reforms in the building of our cities was underscored by a list of outstanding speakers from government, economics and business. Speaker after speaker emphasized the need for "vigor" and "boldness" on the part of private interests and government in improving the lot of the city dweller and his car-oriented suburban cousin.

Among the speakers (see others in photos) were Roy F. Duke, president, Fidelity Union Trust Company of Newark, and William L. Maude, president of the Howard Savings Institution of Newark. Newark was selected as the conference site because of its balanced program of redevelopment now under way.

Content of the Newark conference, which was co-hosted by the Newark Economic Development Committee, was culled from ACTION's three-year research study into Housing and Community Development.

The findings of the research project were incorporated into Background Pap-



Telephone hookup around the nation. ACTION president James W. Rouse presided at a five-way telephone panel discussion which brought to the Newark conferees actual on-the-scene reports and comment from urban renewal leaders in a variety of cities. On the line were: Mayor Anthony Celebrezze of Cleveland, Ohio, president of the American Municipal Association; Mayor Norris Poulson of Los Angeles, president of the U.S. Conference of Mayors; Erwin D. Conkern, president, U.S. Chamber of Commerce and editor, Christian Science Monitor, and William Day, chairman, Old Philadelphia Development Corporation.



Presiding at one of five work groups at the conference was Guy T. O. Hollyday, chairman of the Title Guarantee Company,

Baltimore, and outgoing chairman of ACTION's educational program committee. The ACTION board commended Mr. Hollyday for his outstanding contribution to that work. New chairman is Thomas R. Reid, director of civic affairs of the Ford Motor Company.

ON THE AMERICAN CITY

ers, copies of which are now available from ACTION at \$1 per copy. They include:

The Investor—Neglected Opportunities in Rental Housing and Rehabilitation;
The Producer—Technological Changes and the Future of the Housing Industry;
The Consumer—The Consumption of Housing and the Urban Community; The Government—The Future of Federal Credit and Private Housing, and The Community—Financial and Governmental Requirements for Housing and Urban Renewal in Metropolitan Areas.

Also available, at a twin price of \$1, are *Agenda for a Good City* and *Agenda for Policy*, two papers used by the conference.

Available are copies of major addresses by Alton K. Browne, vice president, Bank of America; Ralph Lazarus, president, Federated Department Stores; Governor Robert B. Meyner; John N. Mitchell, Caldwell, Marshall, Trimble & Mitchell; ACTION president James W. Rouse; Dr. Raymond J. Saulnier, chairman, Council of Economic Advisors, and the Hon. Adlai E. Stevenson. Speeches are available at 10c each, to cover handling and postage.



ACTION presented its new visual presentation **ACTION FOR A GOOD CITY** at the conference's final session and showed through drawings, maps and photographs how an effective program for city growth and revitalization can be achieved. Robert Foeller, ACTION's technical manager, narrated the presentation which features 200 visual impressions. The cartoon character shows dramatized two of four phases of work in which improvement groups should engage: *Inform for action*, *Arise to action*, *Point to action* and *Get into action*. Arrangements are now under way to make this presentation available to local groups interested in using it.



"The state can and will play an increasingly important role in metropolitan affairs. I consider ill-advised any suggestion that there be created new levels of government to encompass single metropolitan areas. . . . What is needed is our constant appraisal of the situation and the redirecting of our existing governmental forms to meet our current problems."

Governor
Robert B. Meyner
 of New Jersey

"To meet America's housing needs of today and of the next 15 years "it is clear that we must strive to keep our economic resources, human and physical, employed on a continuing basis, not on an 'on-again-off-again' basis. There is no room in our future for a 'boom or bust' kind of economy."

Dr. Raymond J. Saulnier,
 chairman of the
 President's Council of
 Economic Advisors,
 speaking at the opening
 session.

"The haphazardness of local government involving better policing, schools, administration, code enforcement, and the multitude of other essential city services is continuously being improved in our city, but the malignant cancer of slums and blight on the city's financial structure can only be removed by the surgery of redevelopment—the most valuable tool in the entire kit of urban renewal."

Mayor Leo P. Carlini
 of Newark

"This new office building represents a major back to the center of the city for Mutual Benefit after 20 years in a 'decentralized' location. Other buildings being erected in downtown Newark are an indication that the Newark business community believes we have now run the full circle of outward expansion."

H. Bruce Palmer,
 chairman of the Newark
 Economic Development
 Committee and president,
 Mutual Benefit Life
 Insurance Company,
 which was host to the
 conference at an
 opening-night dinner
 in its award-
 winning building.



Ralph Lazarus, president
 of the Federated
 Department Stores.

"Businessmen are daily making decisions that affect the metropolitan areas of which they are a part; to expand or not to expand, to move or not to move, to go out of business or stay in business. Isn't it clear then that both businessmen and public officials would be helped by some arrangement that would make us more conscious of the repercussions of our decisions?"



Reading For Renewal

A report has come out on the second annual **Building Industry Congress on Urban Renewal** sponsored last February by the ACTION Homebuilders Committee and the National Housing Center of the National Association of Home Builders. (Single copies free upon request. Write to the National Housing Center, 1625 L Street, N.W., Washington, D.C.)

"Metropolis Against Itself" by Robert C. Wood, assistant professor of political Science at M.I.T., considers the role of the local government in responding to the public problems of metropolitan growth.

Dr. Wood's analysis is the second Supplementary Paper to be published by the Area Development Committee of the Committee for Economic Development. The first was on "The Changing Economic Function of the Central City."

As Dr. Wood sees it, the existing pattern of political diversity and autonomy can survive but it cannot make policy. He sees a regional policy "bootlegged into existing councils of state" by civic leaders in the role of "political diplomats, agitators and brokers."

(Single copies, \$1, sliding price scale for quantities, from CED, 711 Fifth Avenue, New York 22.)

ACTION-Housing Inc., and the Greater Pittsburgh Board of Realtors sponsored a "how-to-do-it" clinic on the rehabilitation of residential buildings several weeks ago and a summary of the proceedings is now available. Featured was a panel discussion on rehabilitation under the mortgage insurance provisions of Section 221



More than 140,000 copies of an ACTION booklet "You and Your Neighborhood"—which is a primer of urban renewal especially effective in recruiting neighborhood support—have been purchased and distributed in their areas by 75 local groups. Space is provided on the back cover for an imprint of the purchasing group's name. Thus far, ACTION has shipped quantities to citizens groups, business organizations, labor and industrial groups and civic organizations which have used the booklets to foster action in their cities. Single copies are 15¢; 2-100 copies 10¢ each; and 101-1,000 7¢ each, plus shipping costs, imprints free. Write to ACTION, 2 West 46th Street, New York 36.

of the National Housing Act.

(Single copies free from ACTION-Housing Inc., 1 Gateway Center, Pittsburgh 22, Penna.)

Architectural Forum's May issue carries an article "ACTION's Rousing Mr.

Rome" which gives ACTION's president a chance to state the goal of ACTION's new crusade (for a total approach to the city) and his own philosophy on neighborhoods—"the big job is to break up the grim, massive inner reaches of our cities into neighborhoods of human size and scale"; beauty—"beauty is an enormously strengthening, vital force in the city"; and economics—"if cities would approach urban renewal in total terms . . . when they came to the end of the balance sheet, they would find the arithmetic in-irreversible.")

"Is Yours a Changing Neighborhood?" asks a brochure just published by the Urban League of Greater Cincinnati. It goes on to answer such questions as: Why do Negroes move into white neighborhoods? Why isn't housing available for Negroes? What about the maintenance of homes after Negroes move in? and What will your friends say if you stay in a mixed neighborhood?

(Single copies free from Mrs. Victoria G. Harpox, director of health and welfare services, Urban League of Greater Cincinnati, 312 West Ninth Street, Cincinnati.)

By a 5 to 4 vote, the U.S. Supreme Court has upheld the right of entry for housing code enforcement.

The case involved Aaron D. Frank vs. State of Maryland. In the opinion (No. 278, October Term, 1958) the Court holds that no search warrant is needed for inspection of dwelling places.

In another case, a Milwaukee Circuit Court Judge has ruled that the city does have the right to require that houses be painted—not for esthetic, but for health reasons. The Milwaukee Health Department has further information on this.

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